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Public Perception of a Tourist Park in Binjai City (Case study: Merdeka Binjai Park)

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Abstrak

Taman Merdeka functions as an open space for the people of Binjai City that can be utilized and utilized as a place for various activities such as recreation or sports. An open space must meet the criteria of the factors that affect user comfort. The existence of the park is a comfortable alternative and is used by visitors who want to have recreation and sports without having to visit a mall or aerobics area. This causes the park to be examined from visitor perceptions and the level of comfort of existing facilities in the park, circulation, cleanliness, or climatic conditions in the park as an open space. In this study, the public perception of the comfort level of visitors will be considered when in the park area. So to determine the level of user comfort, the data is carried out by distributing questionnaires to analyze survey data. From the results of the analysis of visitors' perceptions, it can be answered whether the condition of the Binjai City Freedom Park is comfortable to visit. It is hoped that this research can become a reference in developing and planning independent parks to become more comfortable and safer parks.

Keyword: perception; comfort level; green open space; tourist park; Binjai City;

1. Introduction

Green open space is an open space equipped with facilities to meet the needs of the community and in it there are many green plants that grow naturally and artificially and have an element of good beauty for a city so that the comfort and environment in the city environment. In fact, humans need an open space to help carry out various activities in green open spaces, and help society as a forum for socialization, recreation, and learning for humans. Binjai City is one of the cities that is part of the province of North Sumatra, directly adjacent to the Langkat Regency. This city is often referred to as the city of rambutan because it produces the largest number of seeds and rambutan so that it is cultivated in various regions. The city of Binjai also has a higher quality of life compared to North Sumatra. And it also has a very high potential for the tourism sector every year to develop very rapidly and continue to be improved so that it becomes a destination city for local tourists and foreign tourists.

There are various types of thematic parks in Binjai City such as Toddler Park, Youth Park, PGRI Park and one of them is Taman Merdeka Binjai which is the lungs of Binjai City which is located not far from Medan city center. Broadly speaking, this independent park, apart from functioning as a recreation center and gathering of families or groups of young people, also functions as a place to hold major holidays or events both at the city and national level and is also used as a location for Eid prayer every year by the people of the Binjai City. The development of the Binjai City park is very much needed for the welfare of the community in activities to provide a good effect in terms of comfort and safety of the city park itself. In green open space, there are requirements that consist of structuring forms such as vegetation, and those that can support an ecological and socio-cultural function. This can provide benefits to the community's economy.

In general, a park must fulfill the elements of open space, such as comfortable garden facilities and infrastructure, vegetation that can protect visitors from rain or sunshine, the absence of standing water and well-maintained field drainage. The existence of the Binjai Freedom Park is one of the places to socialize, gather, and carry out several activities on major holidays. As time went by, this place was increasingly visited by the public because it was equipped with various kinds of entertainment facilities, so that

many facilities were damaged. Other problems that occur, such as lack of attention and care for the facilities and infrastructure in the park.

Binjai City is an area whose development has entered the Meda City area. Currently Binjai and Medan are connected by the Sumatran highway to the Banda Aceh-Medan highway.



Figure 1. Binjai City Map (Source:<https://www.google.co.id/maps>.)



Figure 2. Merdeka Binjai Park Map

2. Literature Review

2.1. Perception

Each individual cannot be separated from the perceptions of other individuals. Perception is a stage in someone's thinking in interpreting something that he receives or digests through his senses so that each individual can determine, direct or provide a picture of the surrounding environment.

2.2. Factors Affecting Perception

There are 2 conditions that affect perception, the factors are as follows; 1) Internal factors, namely factors that absorb in humans which include several things a) Physiological information that enters through the five senses, then affects the effort to initiate perceptions with different individuals until the achievement of the environment is also different. b) Attention humans need energy to focus on the physical and mental form of an object. Every human being, the energy they have is not the same so that a person's center on an object is also different so that this affects the direction that is being aimed. c) Interest there are many kinds of perceptions of objects depending on how much energy is used. d) Unidirectional needs, this condition can be seen by how strong the individual is to look for an object. e) Experience and memory experience is the memory that humans can remember a past event and know the sensitivity of taste in a broad sense. f) Mood in a state of anger greatly affects a person's behavior, this shows human sensitivity which can affect humans in absorbing and remembering. 2) External factors, is a behavior that comes from the environment included in it. This understanding can change the way a person thinks around him so that each individual can feel and enjoy. The following are external factors that influence perception; a) Size and placement of the object or stimulus this factor describes the higher the relationship of an individual, the easier it is to understand. This can affect the perception of every human being by comparing the shape of objects so that a person will not be difficult to form perceptions. b) Color of objects this object affects the lighting the most, and is easier to understand than the less. c) Stimulus Uniqueness and Contrast its appearance is beyond the thinking of other individuals and has attracted a lot of attention. d) Intensity and Power of Stimulus outside stimulus will be noticed more often than others. Its strength is the attraction of an object that can affect perception. e) Motion or movement a living being pays a lot of attention to objects that respond to a movement in a direction that is far enough from a stationary object.

3. Research Method

Based on the problems that have been studied, the method used in this study is a quantitative descriptive approach to assess the comfort and problems in the user's perception of the tourist park. Descriptive research is defined as research with the aim of describing or providing an overview of the phenomena that occur in society.

Descriptive of a study with the aim of providing an overview and description in an objective state. This method is used to solve the problem that is currently happening (Sugiyono, 2001). The data collection method is the most strategic step for conducting research, because the author's goal is to obtain data from the research location. There are two types of data used in research, in the form of primary data and secondary data.

4. Result and Discussion

Binjai City has one green open space, namely Binjai City Tourism Park. This park is located on Jalan Jenderal Sudirman, Deli Serdang Regency, North Sumatra. With an area of 5 hectares, its location is quite strategic, located in the middle of the city of Binjai and has special access directly to various cardinal directions. The community can make the location a local or national event. Visitors from all over the region take advantage of this park as a place for recreation, sports and relaxation. Visitors can use supporting facilities such as lawn chairs, street workouts, jogging tracks, volleyball courts, basketball and tennis. With entertainment facilities such as motor cross games, rowing cars, trains. In the Regional Spatial Plan (RTRW) of the Binjai City government, article 10 paragraph (1) states that the design of green open space includes a) Establish an area that is considered a green area for infrastructure security in the form of a river-like line, b) Forming urban green open spaces such as urban forests, urban green areas, city parks, and environmental parks to meet the standard of representing open spaces of at least 30% of the total city area.



Figure 3. The Existing Condition of The Merdeka Binjai Park

4.1. Identification of problems

The first optimization of the Space function Open Green area of independent field Binjai is done by identifying conditions field to find out the problems which decreases the value of conditions should be a recommendation improvement. There are several things that cause problems with the object of research. Here are some things that affect the problems at Binjai Merdeka Park based on each zone; (A) Area 1, grass field is not used as a function grass is not functioning properly. Every day many motorbikes parked their vehicles on the outskirts of the field, illegal traders were selling in the middle of the field those who violate the rules of entering the field area even though the lawns that the grass field area can only be entered by humans and prohibition of entry for motorized vehicles or other objects in the form of vehicles. (B) Area 2, Stage Art commonly used for national level events, art performance events, music performances, and exhibitions. Stage art is rarely used due to the lack of maintenance on the stage with the roof leaking every time it rains, the floor that has been damaged, the entire stage walls are mossy due to lack of maintenance. (C) Area 3 Lack of maintenance at mushalla facilities, mushalla as a worship facility but it is rarely used by visitors because it is poorly maintained. This is because the toilets of the mushalla have no water, have never been cleaned by cleaners, the bad smell is bad in the toilets, causing visitors not to pray here, so they prefer a nearby mosque that is farther away. (D) Area 4 Park Benches, Many of the facilities were damaged due to lack of maintenance, such as the reduced number of park benches that visitors could sit on because they were destroyed or rusted. (E) Area 6 Street Workout, Street workout facilities are provided and are almost never used again with visitors who are exercising due to the rusty and damaged conditions of the street workouts. (F) Pedestrian area, used as a place to exercise, whereas in the park area a sports field is provided, besides that traders also use the pedestrian as a place to sell, then line up chairs in the middle of the pedestrian, even though a special culinary area has been provided, and as an area around the rowing car games, etc. This causes the pedestrian to experience damage with perforated floors and then break, which endangers pedestrians.

4.2. Respondent Characteristics

Table 1. Respondent Characteristics. Source: Kuesioner, 2020

No.	age	Frecuency	Percentage (%)
1	14-20	32	37%
2	21-30	45	53%
3	31-40	4	6%
4	41-50	2	2%
5	>50	2	2%
Total		85	100%

Based on table 1, the results of the study show that 37% of respondents were aged 14-20 years, 53% of respondents were aged 21-30, 6% of respondents were aged 31-40, 2% of respondents were aged 41-50, and 2% of respondents were aged > 50. So the sample frequency is more dominant for visitors aged 21-30 years.

Table 2. Respondent characteristics based on occupation. Source: Kuesioner, 2020

No.	profession	Frecuency	Percentage (%)
1	Entrepreneur	18	21%
2	Civil servants	4	5%
3	Private employees	12	14%
4	College student	31	36%
5	Student	15	18%
Total		85	100%

Table 2 shows that 21% of respondents work as entrepreneurs, 5% of respondents work as civil servants, 14% of respondents work as private employees, 36% of respondents are students, 18% of respondents are students, and 6% of respondents work as other people. It can be seen that The results of the study are more dominant with student visitors, namely 36%, this shows that

students enjoy refreshing in the lecture period by choosing to visit an independent park to calm their minds from the burden of lectures.

The number of self-employed users is in the form of traders, around 21% who visit this place aims to work or sell, some are just recreation or traveling. On average, 5% of civil servant workers visit only when the official period is off by doing sports activities. Only about 18% of students visited when the online period took place because of Covid-19 to find networks and do learning activities in the park. Only 6% of other status workers visited with the aim of taking their family for a walk.

4.3. Facilities That Support Activities In The Park Area

Table 2. Supporting Facilities

supporting facilities	Comfort level				Total
	totally disagree	disagree	agree	Strongly agree	
a	64	25	6	5	100
%	64%	25%	6%	5%	100%
b	63	25	4	8	100
%	63%	25%	4%	8%	100%
c	63	29	2	6	85
%	63%	29%	2%	6%	100%
d	66	29	4	1	85
%	66%	29%	4%	1%	100%

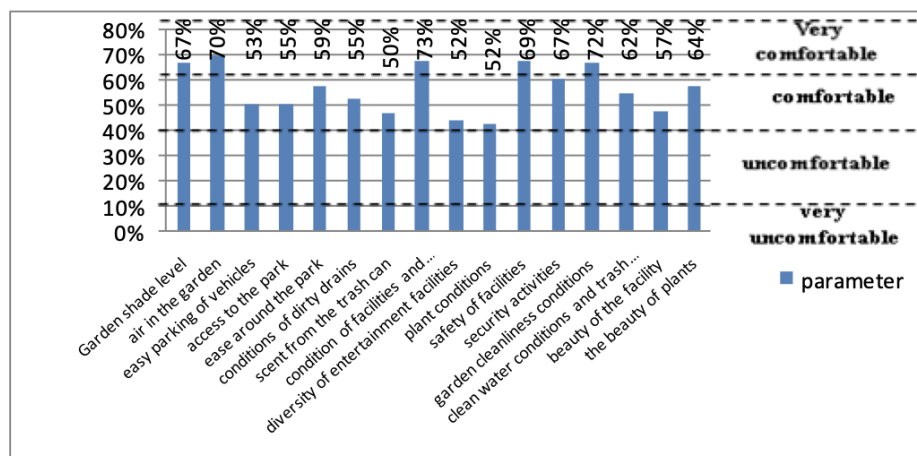


Figure 4. Percentage of comfort level for each parameter

Found some of the problems found in Taman Merdeka Binjai City. This study is based on variables and problems and then a solution will be given in the form of design recommendations. In this study, in order to know the level of comfort of visitors when visiting the park by analyzing people's perceptions of the comfort level of the park, the results studied were examined through the factors that influence comfort according to the hakim theory in the form of, climate, circulation, noise, smells, shape, security, cleanliness, beauty. From the results of the analysis that have been described from the previous parameters, a design is given which is expected to be a reference or an example for developing the park in the future. Following are the recommended facilities, namely (A) Parking space, Provide a comfortable and safe parking space so you don't use the shoulder of the road. The parking lot is an area provided for the transportation of visitors to a tourist attraction. (B) Public toilets, Providing public toilets for visitors because toilets are very important in the garden area. (C) Street workout, recommendations for safe street workouts to make it more comfortable when used by visitors. With hard material, it is not slippery and does not endanger the user. (D) Stage art, a recommendation with a stage without a backstage so that street children don't use it again for homeless living, with a high fence preventing people from entering the stage area, the fence is only opened when there is an event. (E) Wifi corner, with a larger

number and larger size of the shelter around the area fresher and more comfortable with trees and other plants. Can help children in carrying out learning activities by utilizing this area.

5. Conclusion

Based on the analysis and the results and findings of the research, several conclusions were drawn; A) Related to the activities carried out by visitors, namely 53% of visitors doing recreational activities / sightseeing, and 25% of visitors doing sports activities. This shows that the Taman Merdeka Binjai City is more desirable and its comfort is used for recreational activities and sports in the park area. B) Regarding the facilities provided in the park area being misused by illegal traders who infiltrate the park area causing the field to become muddy, entering the sports area so that it damages sports facilities in the park and other facilities cannot be used by visitors. feet are used for sports activities. In other factors, facilities such as the stage are also not maintained, causing damage and cannot function, from the questionnaire data that visitors need public toilets that are not yet available. C) Based on the results of questionnaire data, the comfort level of visitors while in the park area is adjusted to the factors that affect comfort (Hakim, 2003). Namely the factors of climate, circulation, aroma / smells, shape, safety, cleanliness, beauty. From these parameters, the overall perception of visitors to the comfort level of Taman Merdeka Binjai City shows uncomfortable criteria. From the results of the percentage of all parameters, it is proven that 47% of respondents stated that Taman Merdeka Binjai City was included in the uncomfortable criteria. Users state that the comfort in the park area is still not good because many traders carelessly take advantage of park facilities as a result users do not enjoy the garden atmosphere. D) Based on the study of comfort issues, the comfort level of the park is still not good because some facilities do not support and cannot be used by users.

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